SERVING THE TOTAL FOODSERVICE INDUSTRY

MAY 29, 1991

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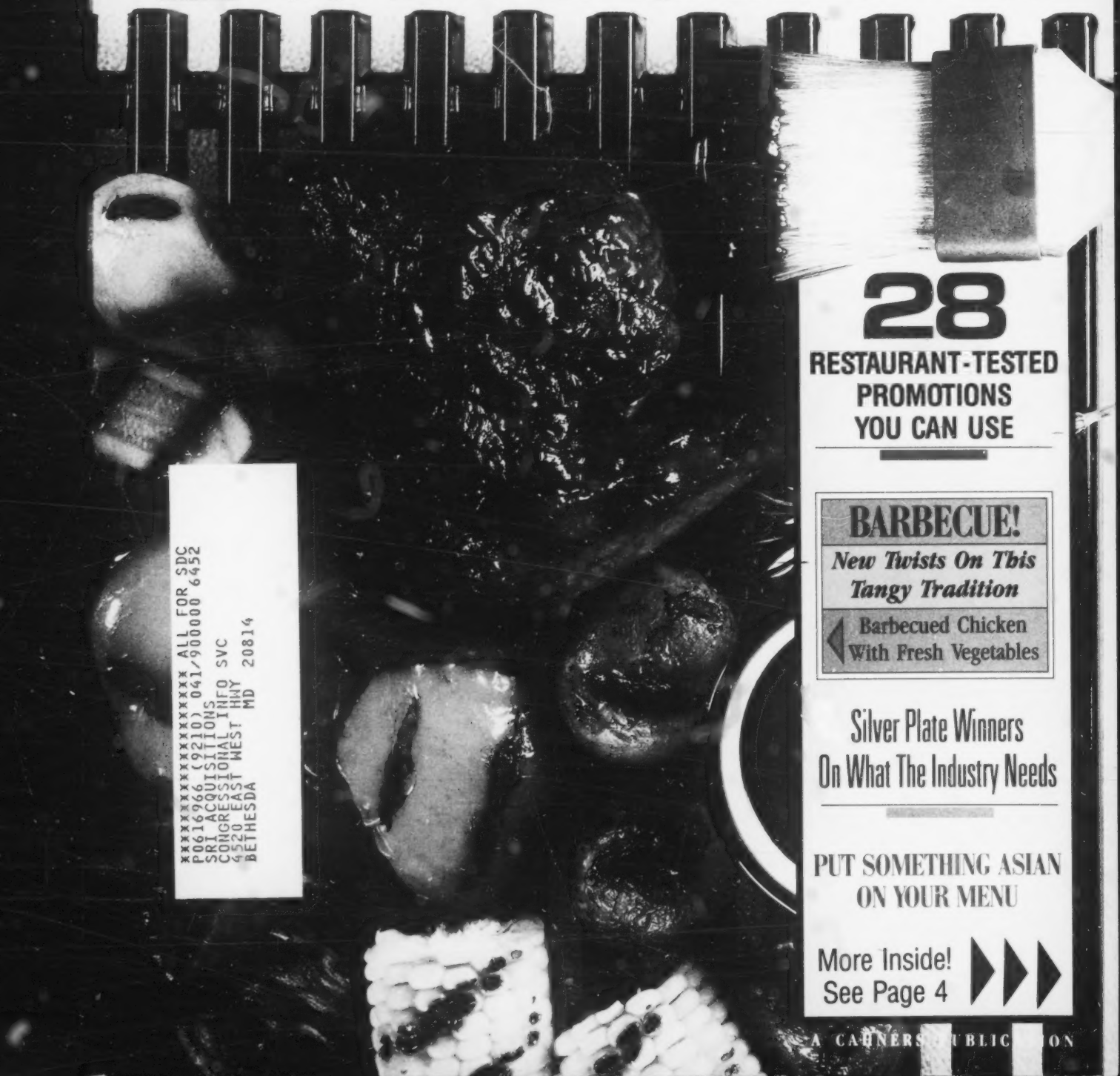

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28 RESTAURANT-TESTED PROMOTIONS YOU CAN USE

BARBECUE!

New Twists On This Tangy Tradition

Barbecued Chicken With Fresh Vegetables

Silver Plate Winners On What The Industry Needs

PUT SOMETHING ASIAN ON YOUR MENU

More Inside! See Page 4

A CAHNERS PUBLICATION

MAY 29, 1991

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July sparkles with promotable possibilities—summer fun and Independence Day are just two.

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SOLID WASTE SOLUTIONS, A SERVICE OF THE FOODSERVICE & PACKAGING INSTITUTE, FOLLOWS PAGE 86.

38 R&I EXCLUSIVE: A YEAR OF PROFITABLE PROMOTIONS

Operators with a competitive edge promote and merchandise their new concepts. For a year's worth of memorable marketing ideas from chains, independents and institutions, see "Premium Promotions," a roundup of meal deals, contests, sales incentives and special events that attract new business.

80 IFMA'S 1991 SILVER PLATE WINNERS

What challenges lie ahead for the foodservice industry? All nine candidates for the International Foodservice Manufacturers Association's 1991 Gold Plate share their views on building staff unity, improving government relations and other critical issues.

104 NEW ASIAN FOODS PROVE IRRESISTIBLE

Asian flavors continue to migrate into the American mainstream, providing new opportunities for operators in all industry segments to satisfy popular tastes. Our Taste feature includes recipes for tacos with an Oriental twist, Thai prawns, and a warm curried mussel salad—dishes that adapt easily to existing menus.

121 THE INS AND OUTS OF SOFT-SERVE EQUIPMENT

Soft-serve ice cream and yogurt need no hard sell with today's customers—Dairy Queen and TCBY can attest to that. The two chains, however, use different systems to produce their popular soft-serve products. Spokespeople from both discuss their soft-serve requirements and why they chose one dispensing system over the other.

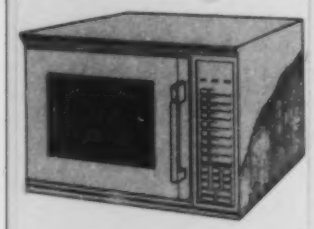
124 ABOUT THE COVER: GREAT BARBECUE'S SECRET IS THE SAUCE

To the American public, barbecue means sauce. And when they want sauce, most prefer hot or mild, sweet or tangy tomato-based sauces for flavoring ribs, chicken and sandwiches, as well as for dipping grilled vegetables and potato specialties. A majority of operators purchase commercially made sauces and add their own ingredients to customize the taste. This issue's Food section reveals both cooking and sauce secrets from around the country.

TASTE 104
Asian dishes for American tastes are causing a stir in food circles. Here, East meets Westin: Salmon in Rice Paper with Citrus and Pear Vinaigrette delights guests at the hotel's Chicago restaurant.

R&I REPORT

RESEARCH BRIEFS



Microwaving meat, fish or poultry for a minute or two before cooking helps rid them of juices that might carry carcinogens, according to microbiologist Dr. James Felton of the Lawrence Livermore (Calif.) National Laboratory. Discarding those juices significantly reduces the amount of carcinogens produced in cooking, even at high temperatures.

However, Michael Pariza, director of the University of Wisconsin's Food Research Institute, cautions that the findings are nothing to be alarmed about and that the risk of cancer is not very great.

At a meeting of the American Cancer Society in March, Felton said people should avoid eating overcooked meat, poultry or fish. Overcooking is caused by barbecuing, grilling and broiling at excessive temperatures. He says animal protein should be cooked at medium temperatures, around 325F, to kill bacteria and parasites.

HIGHER WAGE MAGNIFIES LABOR WOES

Restaurateurs wondering how the $4.25 federal minimum wage rate that took effect April 1 might affect their operations should look to Oregon for answers. The minimum wage rate there, the highest in the United States, increased to $4.75 on Jan. 1, up from $4.25.

Earlier this year, the Oregon Restaurant Association conducted a study to see how the $4.25 wage affected operations in 1990. The study found that 80% of Oregon operators increased menu prices, 60% reduced employee hours, 43% reduced the number of employees and 39% changed their menus to add more profitable, less labor-intensive items.

HIRING PRACTICES

Oregon operators were asked what changes they have made as a result of an increase in the minimum wage.

More likely to hire part-time employees	55%
More likely to hire full-time employees	10
More likely to hire workers age 14-17	2
More likely to hire workers 21 and over	55

These changes resulted in managers performing more routine work, more part-time employees being scheduled and a decreased level of service, the survey report concluded.

When asked which positions were most affected by reduced employee hours, 74% of facilities with tipped employees indicated it was servers. Of full-service operators, 48% eliminated wait-staff positions.

The average increase in labor costs, including the wage increase to $4.75 in 1991, has been 10.8%.

QUALITY TIME IN RESTAURANTS

The restaurant industry stands to benefit because of rising tensions between work and family, according to the January 1991 *Public Pulse*, a newsletter published by The Roper Organization.

The newsletter reports parents are spending more "quality time" with their children. One of the biggest beneficiaries will be the restaurant industry because two-income parents don't want to cook meals or clean up after them.

The Roper Organization concludes that foodservice and other children's markets such as theme parks might turn out to be "recession proof" in the months ahead.

78% INCREASE IN FAST-FOOD UNIT GROWTH

Judging by the growth in the number of fast-food units during the past decade, operators must expect customers' appetite for food on the fly to remain healthy.

According to information compiled by Audits and Surveys Inc., a marketing research company, the number of fast-food units rose 78% to 119,880 in 1990 from 67,290 in 1980. It was

From 1980 to 1990, fast food led retailers in unit growth.

the largest increase of all types of retail stores. Second was bookstores, which increased 76%.

The total number of stores rose just 6% to 1,845,340, according to the New York-based firm. That compares with a population increase of 11% and a total retail sales increase of 43%. This means there is now only one retail outlet per every 134 people.

LIQUOR LAWS CUT TEENAGE AUTO DEATHS

Traffic fatalities among teenagers have declined sharply since all 50 states raised the drinking age to 21, according to a report by the Centers for Disease Control.

The number of traffic deaths attributed to drinking among 15- to 17-year-olds dropped by 40% from 1982 to 1989. In the 18 to 20 age group, the decline was 28%, according to the Atlanta-based organization.

But alcohol is still implicated in two-thirds of all traffic deaths involving people age 21 to 24, only a slight decrease over statistics of the early 1980s.

ACTION EXPRESS

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BUSINESS OFFICES

Mark A. Strauss, National Sales Director. **Chicago:** Alana Vondrak, National Sales Coordinator; Candice J. Hammett, Regional Manager; David Weil, Regional Manager; Patricia McGowan, Recruitment/Classified Advertising Manager, Cahners Plaza, 1350 E. Touhy Ave., P.O. Box 5080, Des Plaines, IL 60017-5080. Phone: (708) 635-8800. **Stamford:** William Lazar, Regional Manager, 8 Stamford Forum, P.O. Box 10277, Stamford, CT 06904-2277. Phone: (203) 328-2547. **New York:** Michael Cardello, Regional Manager and National Sales Manager/Beverage Alcohol, 249 W. 17th St., New York, NY, 10011-5301. Phone: (212) 463-6480. **Cleveland:** Jerry Stiegler, Regional Manager, 1621 Euclid Ave., Cleveland, OH 44115-2186. Phone: (216) 696-1800. **Atlanta:** Thomas McElhinny, Regional Manager, Suite 395, 6520 Powers Ferry Rd., Atlanta, GA 30339-2911. Phone: (404) 955-6500. **San Francisco:** John Barkan, Regional Manager, 410 Pacific Ave., San Francisco, CA 94133-4631. Phone (415) 397-0941. **Los Angeles:** Rebecca Roberts, Regional Manager, 18818 Teller Ave., #170, Irvine, CA 92715-1679. Phone: (714) 851-9422. **Japan:** Kaoru Hara, Dynaco International Inc., Suite 1003—Sun-Palace Shinjuku, 8-12-1 Nishishinjuku Shinjuku-ku, Tokyo 160, Japan. Phone: (03) 366-8301.

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